

Palestinian Territories

Currency: Israeli new sheqel
Language: Hebrew, Arabic



Summary

This text covers the Palestinian territories in West Bank and Gaza.

There is a niche market opportunity for passenger vehicles in the Palestinian market where European, Korean and Japanese cars are making headways by assigning direct and exclusive dealers in the area.

The only American manufacturer with an assigned dealer is Ford, which is faring relatively well. Chrysler is not on the market and has not responded favorably to several requests from Palestinian entrepreneurs to set up a dealership in the Palestinian Territories while GM is partially covered by a distributor, who works with an Israeli importer.

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